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UNFPA INFORMATION AND COMMUNICATION STRATEGY

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I. INTRODUCTION

1. This report is prepared in response to Executive Board decision 96/18, requesting the Executive Director, in order to strengthen the publications of UNFPA, to further develop policy and strategy in the area of communication and information, in the context of UNFPA's role in advocacy. The decision also encourages the Executive Director to give special attention to the needs of UNFPA's publications programme to support information, education and communication (IEC) efforts at the national and local level. Accordingly, this report will concentrate on UNFPA's advocacy role at the international and regional level but will stress the linkages in UNFPA's advocacy strategies among activities at all levels.

2. As also requested in decision 96/18, the strategy set forth in this report has been prepared in consultation with the members and observers of the Executive Board, as well as with selected non-governmental organizations (NGOs) active in the population field. It has also benefited from extensive in-house consultation among the various divisions at UNFPA headquarters as well as with UNFPA country offices.

II. DEVELOPING AN INFORMATION AND COMMUNICATION STRATEGY

3. The International Conference on Population and Development (ICPD) held in Cairo, Egypt, in 1994 broke new ground in providing a set of principles, together with achievable goals and objectives, to guide activities in the field of population and development. The ICPD Programme of Action emphasized the vital role of IEC in achieving ICPD goals and objectives and in paving the way to attitudinal and behavioural change (paras. 11.11 and 11.12). Following ICPD, UNFPA's Executive Board decided that advocacy should be one of UNFPA's three core programme areas, along with reproductive health, including family planning and sexual health, and population and development strategies (decision 95/15). UNFPA's information and communication strategy, as part of its overall role in advocacy, is to ensure that the principles, goals and objectives of ICPD are understood and accepted as a commitment, and thereby to help turn them into practical reality, at national, regional and international levels.

4. Specifically, the goals of UNFPA's information and communication activities are:

- At all levels:

(a) To increase awareness and understanding of the role and relevance of population in the development process, and build support for the activities of UNFPA;

(b) To build support for the goals of ICPD;

(c) To mobilize resources based on the consensus reached in Cairo (see para. 13.15 of the Programme of Action);

- Additionally, at the country level:

(d) To build national capacity in the area of population information and communication for reproductive health and population and development strategies.

These goals are consistent with the aims and purposes of UNFPA as set forth by the Economic and Social Council in resolution 1763 (LIV) of 1973 and reaffirmed by ECOSOC in resolution 1986/7 and by the General Assembly in resolution 49/3 (see annex 3 for legislative background).

5. UNFPA's advocacy efforts at all levels are now based on the integrated concept of population and development adopted by the ICPD and seek to achieve the strategic goals that guide the work of UNFPA in its core programme areas. Aims, audiences and activities vary according to these goals. Activities at international and regional levels are intended to reinforce and complement national activities so as to take advantage of potential synergies.

6. UNFPA's information and communication strategy includes enhancement of UNFPA's institutional capability to present its message effectively, both at the country and at the international level. This requires, among other things, training staff at different levels in advocacy, both in terms of presentation and substance. The importance of monitoring and measuring the effectiveness of communication efforts will be stressed in this training.

7. UNFPA's strategy is tailored to help achieve certain goals and objectives at different levels. For example, at international and regional levels, the strategy is to remind governments and partner organizations, both non-governmental and inter-governmental, of their part in shaping the agreed ICPD objectives to their specific situations, including gender and social- and health-sector goals, and to secure their commitment for meeting these objectives. Of particular importance at the international and regional levels is the mobilization of resources through building up constituencies among governments, parliamentarians and the general public. The Fund will also explore various avenues of support from the private sector, including, for example, innovative arrangements with corporations and direct-mail solicitations, among others. At the level of programme countries, UNFPA's strategy is to advocate for the internationally-agreed population and development agenda; to assist countries to operationalize the programme components based on ICPD goals; to secure commitment of national resources for that purpose; and to promote coordination among the various sectors of government, and between government and civil society. Additionally, in programme countries, UNFPA will support national IEC goals with a view to building national capacity in the area of IEC.

8. All forms of communication will be used to implement this strategy, and every effort will be made to select the media most appropriate for the message. Message design and content will be

founded on solid research and the collection and analysis of data. Tools will be selected according to audience and message. In order to reinforce the activities supported by UNFPA, partners will be sought among governments, intergovernmental organizations, non-governmental organizations (NGOs), the media and opinion leaders such as teachers and religious leaders. Indicators of the success of the strategy will be better understanding of population and development issues; improvement in reproductive health, including higher contraceptive prevalence; evidence of individual empowerment as shown in improved prospects for women's education and economic opportunities; movement towards gender equality; higher levels of legislation and parliamentary activity; increased resources being devoted to population and reproductive health; and in higher levels of activity by governments, inter-governmental organizations and non-governmental organizations (especially women's groups).

III. IMPLEMENTING THE STRATEGY

9. The basis for UNFPA's advocacy both in programme countries and at the international level is a strong and effective overall programme. Advocacy activities in programme countries are developed and carried out at the national level, according to the priorities and with the agreement of national authorities. They form part of the national strategy for population and development. Activities at the international and regional level are developed and carried out by UNFPA headquarters in New York. Activities at the different levels are intended to reinforce and complement each other.

10. There is a variety of audiences for these activities, some of the most important of which are policy makers; parliamentarians; opinion leaders including political and religious leaders; NGOs, including, especially, those for young people and women; communicators and educators in formal and non-formal settings; the media; and the general public. Each audience represents a constituency of one sort or another. Some have a direct role in making and implementing population and development policy; others are responsible for translating policy into specific activities. Some have a more subtle role to play. They influence policy, sometimes proactively, as in the case of the media, sometimes reactively, often as in the case of the public.

11. Ultimately, the most important group are the couples and individuals whose decisions constitute the outcome of population policy. Educators and the media give shape to the public discussion; NGOs are advocates in the interest of their membership; religious and political leaders set the moral and practical parameters; and policy makers consider broad outcomes and allocate resources. UNFPA works with all of these groups at all levels, and UNFPA's information and communication activities are designed to reach each of them most effectively.

12. UNFPA will employ both conventional and innovative means to implement the strategy. The Fund will continue to make use of such conventional approaches as distributing its information

materials through government, parliamentary and NGO channels, press conferences, video presentations on television and video news releases and by publicizing the statements of the Executive Director and other senior staff. Other, more innovative approaches will include joint activities with development partners that have goals and activities similar to those of UNFPA such as international, national and local NGOs that deal with population issues and women's and youth concerns. These approaches will include joint publications, special campaigns, opinion polls and related activities.

13. UNFPA also plans to make greater use of special "goodwill" ambassadors, building on the positive experience gained in this area in the past. Two special ambassadors were particularly helpful during the ICPD process, and the Fund is currently working closely with a special ambassador who is helping to publicize and promote support for population issues and UNFPA in a major donor country. It should be noted, however, that many of these more innovative approaches to advocacy, such as special ambassadors and large campaigns, can be both expensive and labour intensive.

A. National-level activities

14. At the national level, UNFPA will support national information and communication strategies to mobilize support among all sectors of society for the national population programme and its components, including in particular reproductive health, population and development activities and gender concerns. The goal in every programme country is to achieve an appropriate understanding of population and development issues, especially reproductive health, including family planning and sexual health, in line with national objectives and the goals of the ICPD. At the policy level, the goal is to stimulate the political will needed to ensure that population and related health issues are given high priority in development policies and that adequate resources are allocated to address such issues; at the operational level, the goal is to secure public acceptance and support for ICPD goals.

15. UNFPA-supported information and communication activities are developed by national authorities as part of overall national population and development programmes. They are designed as an integral part of each UNFPA country programme in the context of each country's circumstances and priorities to meet its specific needs as expressed in national policy. They respect cultural values and sensitivities and are produced in languages and forms appropriate for local use. Responding to national priorities, UNFPA typically supports a small but significant proportion of national activities, providing expertise, equipment and training services as requested.

16. At the national level, activities supported by UNFPA are carried out by a variety of executing agencies including government organizations, partner agencies in the United Nations system, non-governmental organizations and inter-governmental bodies. UNFPA Representatives work closely with national authorities in adapting and incorporating materials and products provided by UNFPA headquarters into activities at the national level. They also provide feedback on the impact and effectiveness of these materials and products and suggest modifications and improvements.

B. International and regional activities

17. Information and communication materials and activities developed by UNFPA headquarters should be capable of working together with national and regional initiatives and locally produced materials for a variety of audiences. However, because UNFPA has only a small headquarters staff and limited capacity, and also because the essential messages are the same, only one group of advocacy materials are produced at international level, and are used in both donor and programme countries. It is especially important, therefore, to ensure that the interrelationship between materials produced at UNFPA headquarters and those produced as part of or in support of country programmes is clearly understood and that these essential messages are appropriately reflected in national information and communication activities.

18. UNFPA's audiences in industrialized countries fall into the same broad categories as in programme countries, but the purpose of UNFPA advocacy is somewhat different in such countries. Rather than acting in support of national population and development programmes, UNFPA's task in industrialized countries is to generate awareness and commitment for population and development issues and for UNFPA's work in developing countries. Specifically, UNFPA has the task of generating support and commitment in industrialized countries for the goals agreed at the ICPD, and of ensuring especially that the financial goals of the ICPD are met. UNFPA's partners in advocacy in industrialized countries are governments, parliamentarians and NGOs. UNFPA advocacy materials and products are not differentiated by country as they are in programme countries, but may be adapted by national partners for local use.

C. Languages

19. With few exceptions, UNFPA global advocacy products are provided in English, French and Spanish. An increasing number are also produced in Arabic, Chinese and Russian. At the national level, global materials may be translated into local languages or incorporated in whole or in part into materials for local use.

D. Monitoring and evaluation

20. As with all UNFPA programme efforts, monitoring and evaluation form an integral and important part of the support for communication activities. General indications of the effectiveness of information and communication activities are established by monitoring such things as increase in the number of population and reproductive health programmes; resource trends; population and reproductive health indicators; legislation and policy initiatives, while recognizing that none of these is influenced by information and communication activities alone. Monitoring the progress of specific initiatives are built in at the planning stage in the form of such tools as baseline surveys; opinion polls;

user response (e.g., press clips, reply cards) and other specific evidence of use (in the case of free material); and sales data for specific priced products.

21. Limited and focused activities are more easily monitored than general or regular products. Outcomes of seminars or workshops, for example, are measured by such factors as participation, responses during the course of the event, feedback from participants and evidence of change after the event. Impact of press events is determined by the number of journalists receiving material, outlets using it, and accuracy of reporting. Evaluating impact in terms of behavioural change is also more effective in limited circumstances, for example when the audience is closely defined and clearly targeted; where desired outcomes are quantifiable and measurable; and when it is possible to establish benchmark data at the outset and conclusion of specific activities. It is important to note in this regard, however, that the most effective advocacy and information programmes make use of a constellation of activities in various settings that are designed to complement and reinforce one another, as well as related activities being carried out by other development partners. It is, therefore, difficult to attribute success to any particular activity or to say with any certainty which activity, or set of activities, has produced a particular result.

22. Tools for monitoring the impact of UNFPA's international advocacy in specific media such as newspapers/magazines, the Internet, and television/radio are becoming more sophisticated and increasingly effective in establishing who was reached and with what message, though they are less certain in establishing the effect produced, particularly in the area of attitudinal or behavioural change. The audiences for most of UNFPA's publications, media products and other activities at international level are broad and cover several categories of audiences; the messages carried are equally varied. In addition, the audiences reached are subject to many other influences. Even if attitudinal or behavioural change can be established over a period of time, it is more difficult to ascribe such change to a specific influence. UNFPA advocacy activities tend to be continuous rather than strictly time-defined, adding another complicating factor. It will be part of UNFPA's information and communication strategy to take advantage of technical advances as part of its monitoring and evaluation, to develop improved techniques to monitor attitudinal and behavioural change in UNFPA's target audiences and, to the extent possible, to assess the effectiveness of UNFPA advocacy in this regard.

E. Information and communication: Goals and strategies

23. With this background, goals and strategies, with corresponding products and activities, include, for example:

Goal	Products and Activities
A. 1. Increase awareness of the role and relevance of population in the development process (audiences: decision-makers in international organizations, governments, private sector and NGOs; population community; opinion leaders including media, educators and religious leaders);	
Strategies	
International and regional – sensitizing decision makers in multilateral agencies; liaison with the international community through the mechanisms of dialogue and consultation (international conferences; initiatives such as Education for All, Safe Motherhood); advocacy with decision-makers in governments and NGOs;	International – consultation papers; technical reports; special publications, audio-visual aids, videos; media liaison; preparatory and follow-up meetings and reports; donor visits and meetings;
Programme countries – sensitizing decision makers, development planners and policy makers; promoting and strengthening inter-departmental coordination mechanisms; involving NGOs and civil society in population and development;	Programme countries – disseminating research findings and the results of data collection and analysis; seminars and meetings; briefings and personal approaches; media liaison; collaboration with partners such as local NGOs;
Goal	
A.2. Promote greater awareness, understanding and support of the activities of UNFPA (audiences: decision makers, NGO community, media, public opinion);	
Strategies	
International – establishing and maintaining credibility, especially in donor countries, based on programme effectiveness; advocacy with	International – Advertising; promotion publications, audio-visual and video productions; media liaison;

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decision-makers, parliamentarians, opinion leaders, NGOs, media and the public;	
Programme countries – establishing programme effectiveness; sensitizing and enlisting support of government policy makers; establishing leadership among donor group at country level; links to international advocacy through NGOs and media;	Programme countries – Meetings with donors and donor group; workshops for NGOs and media; media conferences and interviews; photo-opportunities; articles and appearances in appropriate media;
Goal	
B. Build support for the goals of ICPD (audiences: same as for goal A above, but with emphasis on opinion leaders including media, educators, religious leaders, population community, NGO leadership and members; the ultimate audience is the general public);	
Strategies	
All levels – mobilizing public opinion, demonstrating effectiveness of population and development programmes and correcting misperceptions; sensitizing and enlisting support of government policy makers, parliamentarians, NGOs, media and the public for population issues and ICPD response. The aim is to move population up the development agenda to promote needed domestic and international policy change;	All levels – UNFPA publications; video productions; radio and TV co-productions; news conferences and releases; ad hoc articles and opinion pieces; interviews; encouraging advocacy groups; strengthening connections with the population community; building relationships with concerned NGOs and the private sector; building networks among policy makers and opinion leaders; assisting national authorities to develop the above materials and activities for national use, with the technical support and advice of UNFPA Country Representatives and Country Support Teams (CSTs) and using UNFPA materials as appropriate;

Goal

C. Mobilize resources to implement ICPD Programme of Action (audiences: government, NGO and private-sector decision-makers, parliamentarians, population community; NGO programme staff);

Strategies

International – Creating and strengthening awareness of UNFPA's role in promoting the implementation of the ICPD Programme of Action; establishing and maintaining credibility, based on programme effectiveness, with decision-makers, parliamentarians, opinion leaders, media and NGOs;

International – technical reports and studies; evaluation reports; programme monitoring reports; resource and programme publications; country profiles; audio-visual presentations for visiting groups and for donor visits;

Programme countries – establishing programme effectiveness; establishing leadership among donor group at country level; links to international advocacy through NGOs and media; mobilizing decision-makers for programme development and implementation; increasing resources for population; establishing and maintaining UNFPA's credibility based on programme effectiveness, to stimulate donor response;

Programme countries – nationally developed materials and activities, with the technical support and advice of UNFPA Country Representatives and CSTs and using UNFPA materials as appropriate;

Goal

D. Build national capacity in developing countries in the area of population information and communication (audiences: government and NGO decision-makers, opinion leaders, and general public);

Strategies

National – Helping to build national capacity as part of country programmes, in line with national perceptions and priorities.	National – Activities by national authorities, with assistance of UNFPA Country Representatives, including regional and country-level training programmes; institution-building and management strengthening; IEC materials and products for reproductive health, population and development strategies.

F. Review of strategies and follow-up

24. UNFPA intends to review its overall strategy every four years in order to assess its impact and to see what has worked and what has not. The reviews will also enable the Fund to draw upon the lessons learned in order to make adjustments in its information and communication strategy. UNFPA will report the findings and conclusions of these reviews to the Executive Board.

IV. ELEMENTS FOR A DECISION

25. The Executive Board may wish to:

1. Take note of the report on the UNFPA information and communication strategy (DP/FPA/1997/8) and the comments made thereon by the Executive Board;

2. Endorse the overall goal of the UNFPA information and communication strategy, which is to promote the principles, goals and objectives of the International Conference on Population and Development and to help turn these principles, goals and objectives into practical reality at the national, regional and international levels;

3. Further endorse the specific goals and corresponding strategies of the information and communication activities of the United Nations Population Fund as contained in paragraphs 4 and 22 of the report;

4. Recognize that monitoring and evaluation are integral and important parts of information and communication activities, while acknowledging the difficulty, methodologically and operationally, of measuring the impact or effectiveness of such activities;

5. Request the Executive Director to review the Fund's information and communication strategy in four years and to report thereon to the Executive Board at its annual session 2001.

Annex 1

HISTORY AND BACKGROUND

1. UNFPA has a long history of public information and awareness creation activities to focus attention on population and development issues.

International information and communication activities

2. While national-level IEC activities began almost as soon as UNFPA became operational in 1969, with information and communication in support of census and other data collection activities, advocacy at the international level began in a serious way only with preparations for World Population Year (WPY) in 1974. The remarkable success of WPY in combination with worldwide publicity surrounding the World Population Conference in the same year set the stage for increasing attention to population and development issues. UNFPA's publication programme began in 1973 with the *WPY Newsletter* and an in-house journal, POPULI. In 1975 these became, respectively, the monthly *UNFPA Newsletter* and a quarterly population and development journal also called POPULI which is still published, although its format has changed several times in response to changing needs.

3. From the beginning, UNFPA's information and communication strategy at the international level was to promote the issue rather than the organization. Both UNFPA periodicals and other regular and occasional publications, as well as promotions and co-productions (for example the 1974 Exploding Cities Conference and the 1987 global television co-production with Turner Broadcasting System) were designed to present population and development issues to a wider audience, rather than to raise the visibility of UNFPA as an organization.

4. In keeping with this approach, since 1978 the major UNFPA publication has been the *State of World Population* Report, which has year by year presented a different aspect of population and development to an increasingly diverse audience. From a short-term readership almost exclusively among media and population professionals, the Report has become UNFPA's flagship publication, and has developed a lengthening shelf-life as a reference document among a wide spectrum of audiences concerned with population and development issues. It is the most quoted of UNFPA's publications. It has become extensively used as a teaching tool and forms the starting point for media on population aspects of development issues, for example at international conferences such as HABITAT II. It has also been used as a means for UNFPA Representatives to introduce population issues to a broad audience within their areas of responsibility.

5. Other publications have achieved similar multiple uses on a more limited scale, for example the information booklet prepared for the media at the Food Summit in 1996, which was also used at the country level to inform delegates to the Summit on gender and population issues related to food

and nutrition. Requests for the publication are now being received via the UNFPA Worldwide Web page from academics, women's organizations and general readers.

6. A similar emphasis on the issue rather than the organization has been the basis of UNFPA's involvement in and support for publications by other organizations, as well as co-productions in radio and television. At the international level, cooperation in publications such as *Facts for Life* (with WHO, UNESCO, and UNICEF) and co-funding for television productions such as *Agenda for A Small Planet* (with an independent producer) and *Voices From Cairo* (with Turner Broadcasting Service) have demonstrated common purpose among different parts of the United Nations system while avoiding redundancy and overlap. There has been close cooperation with the United Nations Department of Public Information (DPI) in publications, on radio and TV productions, and on special events, most notably in preparations for the ICPD. There is day-to-day contact with DPI on, for example, media liaison, public enquiries and evaluation services such as press clippings.

7. This strategy has also informed UNFPA's involvement in cooperation with the rest of the United Nations system. Mechanisms such as the Joint United Nations Information Committee (JUNIC) and the Non-Governmental Liaison Service (NGLS) have encouraged system-wide cooperation in public information at the international level, while consultations in the Joint Consultative Group on Policy (JCGP) and the Task Force on Basic Social Services for All have operated to strengthen joint action and avoid redundancy in IEC programmes at all levels.

8. Relationships built with NGOs include the Inter-Press Service (IPS) and the Press Foundation of Asia, South-South news agencies that have both trained journalists and disseminated news on population and development issues. Co-productions with NGOs such as TVE (Television Trust for the Environment) have succeeded in reaching a world audience with important follow-on effects on broadcasters and producers.

National-level information and communication activities

9. At the national level, UNFPA has an equally long record of IEC activities. At the international level, UNFPA's role has been to advocate for population and development as a worldwide priority, to mobilize resources for population and development, and to bring evolving issues to the attention of decision makers and the general public. At regional and national levels, UNFPA's role is to assist developing countries, at their request and according to their priorities, to formulate and implement IEC activities in support of population programmes, especially in the area of reproductive health, including family planning and sexual health, but also in the area of data gathering, analysis and dissemination.

10. UNFPA's work in these areas has been strengthened by cooperation with other parts of the United Nations system, notably the United Nations Secretariat, ILO, FAO, UNESCO, WHO, UNICEF, UNDP and UNHCR. Their expertise and experience with information and communication

programming in their own areas of concentration has materially assisted the process of integrating population into all areas of development at all levels.

11. Notable benefits have accrued from UNFPA's close cooperation with NGOs at all levels, especially with population NGOs; communications NGOs, including regional professional organizations; women's groups and religious groupings. NGO networks supplement and strengthen information and communication activities, emphasizing issues that appeal to their membership. They permit penetration into audiences not always reached by other means, and their close contact with their membership and allied audiences reinforces the credibility of population and development messages. NGOs also perform the valuable function of transmitting messages from their membership to programme and policy-making levels, thus permitting adaptation of programmes to match local and sectoral needs and priorities. This is a function that assumes increasing importance in a people-centred development paradigm.

12. UNFPA also has close contacts with other parts of the civil society, notably the profit-making sector. Information and communication activities can be effectively directed to the workforce, both management and labour, in both formal and informal settings. As well as providing an existing network for transmitting messages, the workplace frequently selects for characteristics such as age, gender, education level or other variables that offer considerable possibilities not only for transmission of messages but for reinforcement through repetition and discussion. By close interaction with audiences, it is also possible to evaluate responses and modify messages in response.

13. Special mention should be made of activities in the formal and non-formal education systems. These form a sub-sector of great importance to IEC and to advocacy generally. UNFPA now supports such activities in over 100 countries. It is beyond the scope of this report to attempt to survey such activities. It is enough to note here some areas in which information and communication activities are connected to them: for example, World Population Day activities; the UNFPA poster contest; and the essay contest for young people first conducted in 1996.

14. Together with its partners, UNFPA has built up a considerable body of experience in all these areas, in countries at different stages of development and among audiences of varying levels of awareness, education, income and sophistication.

Annex 2

TECHNICAL AND FIELD PROJECT PUBLICATIONS

Technical publications produced at UNFPA headquarters

1. UNFPA's technical papers address a wide variety of issues of direct relevance to UNFPA-funded activities. The choice of topics is based on a comparison of available literature with observed country project needs. They have included, among others, the role of IEC in family planning service delivery; facilitating the involvement of men in family planning; communication strategy design; a proposed reconceptualization of population education; indicators for measuring the effectiveness of population education projects; parent education; and comparative evaluation reports on adolescent reproductive health.

2. The principal audiences are UNFPA field and project staff but also include United Nations missions for information and monitoring purposes. Researchers and research institutions receive copies on request for educational and research purposes.

3. Records are kept to monitor copies distributed, including requests for additional copies. Based upon periodic assessment of observed use in the field and requests for additional copies for training/workshops and reference, as well as citations in other technical literature, this strategy has demonstrated its effectiveness and will be continued.

Country project publications

4. UNFPA-funded country programmes produce numerous publications and other communication materials, such as audio-visual aids, in the context of programme objectives. These materials are designed, using pre-testing and audience research techniques, to respond directly to specific country needs and to be effective in each cultural setting. They range from advocacy materials to school classroom materials and instructional "how-to" guides for clients of reproductive health services and the providers of those services. These publications are the work of government or NGO staff as part of UNFPA-funded projects.

5. UNFPA policy is to support the design and production of such materials locally, including their pre-testing and follow-up evaluation, to ensure that the materials correspond to local and individual needs. They may incorporate materials designed at the global level as appropriate.

6. It is not feasible to undertake close global monitoring of the large numbers of education and communication materials developed at country level. Instead, country offices and country project

staff are encouraged to ensure maximum effectiveness by means of appropriate research, pre-testing and follow-up techniques.

Global project and regional publications

7. UNFPA global projects often produce technical publications of use to broad audiences. These include directories of reproductive health training courses and programmes, as well as advocacy and information materials on themes such as adolescent reproductive health and Safe Motherhood. Technical support services (TSS) and CST advisers are encouraged to write technical papers of particular interest to the work of the teams and to meet information needs they have identified in country projects.

Annex 3

LEGISLATIVE BACKGROUND

ECOSOC mandate, 1973

1. The Economic and Social Council (ECOSOC) in resolution 1763 (LIV) of 18 May 1973, stated that UNFPA should "promote awareness, both in developed and developing countries, of the social, economic and environmental implications of national and international population problems, of the human rights aspects of family planning and of possible strategies to deal with them in accordance with the plans and priorities of each country". That was later reaffirmed by ECOSOC in resolution 1986/7 of 21 May 1986, and by the Governing Council in decision 93/27. It was reaffirmed by the General Assembly in its resolution 49/3 of 20 October 1994.

Amsterdam Declaration, 1989

2. In November 1989, the International Forum on Population in the Twenty-first Century adopted the Amsterdam Declaration, which urged UNFPA "to strengthen further the capacity of UNFPA to foster international awareness creation" of population matters. The General Assembly took note with appreciation of the Amsterdam Declaration in its resolution 44/210 of 22 December 1989.

Governing Council decision, 1990

3. At its thirty-seventh session, the Governing Council supported "the important contribution of UNFPA publications and other public information efforts in promoting awareness, both in developed and developing countries, of population issues and their social, economic and environmental implications" (decision 90/35A, para. 17).

General Assembly resolution, 1990

4. The Fund was urged, subsequently, by the General Assembly in resolution 45/216 of 21 December 1990 "to continue to undertake activities aimed at building up better awareness of population issues" (para. 13).

Governing Council decision, 1991

5. At its thirty-eighth session, the Governing Council called upon UNFPA "to reinforce information and education programmes in support of family planning" and "to continue to increase awareness through its public information activities in both developed and developing countries on issues relating to population and development" (decision 91/35A, para.14).

International Conference on Population and Development, 1994

6. In 1994 the International Conference on Population and Development agreed on goals for the next 20 years in the area of population and development, and set out in clear terms, in the Programme of Action, the means for reaching them.

Advocacy as a core programme area, 1995

7. In June 1995, the Executive Board at its annual session endorsed core programme areas for UNFPA as outlined in document DP/1995/25 and Corr. 1, "Programme priorities and future directions of UNFPA in light of the ICPD", and requested the Executive Director to concentrate UNFPA's assistance in the three core programme areas of reproductive health, including family planning and sexual health; population and development strategies; and advocacy (decision 95/15).